

Message Text

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PAGE 01 STATE 043403
ORIGIN COME-00

INFO OCT-01 AF-08 ISO-00 EB-08 /017 R

DRAFTED BY COM/BIC/OIM/AF/SKMILLER/BKY
APPROVED BY EB/OCA/CM/WHALL
COM/BIC/OIM/EM/EOOLSEN
STATE/AF/W/EMARKS (PHONE)
COM/BIC/OIM/SAD/CSWOPE (PHONE)
AF/EP/LWHITE (INFO)

-----261150 057500 /14

R 260224Z FEB 77
FM SECSTATE WASHDC
TO AMEMBASSY KINSHASA

UNCLAS STATE 043403

E.O. 11652:N/A

TAGS: BEXP, CG

SUBJECT:PRODUCT TARGETING FOR AUTOMOTIVE MAINTENANCE
CATALOG SHOW

REF: KINSHASA 677

POST'S REFTEL IS EXCELLENT DEMONSTRATION OF THE KIND OF
POST/USDOC INTERPLAY ESSENTIAL FOR SUCCESSFUL PROMOTION
IN AFRICAN MARKET.

THE HIGHLIGHTING OF MOST SALEABLE PRODUCTS TOGETHER WITH
A SHORT ASSESSMENT OF THE PRINCIPAL PURCHASING INTERESTS
OF THE PROSPECTIVE END USERS WILL SIGNIFICANTLY AID OUR
RECRUITMENT AND COUNSELING EFFORT DURING THE SHOW'S RECRUIT-
MENT AS WELL AS IMPROVING OUR MARKETING DATA BASE FOR
DAY TO DAY COUNSELING.

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USDOC PLANS SEND COPY OF REFTEL TO ALL AF POSTS SCHEDULED
FOR FY 78 PROMOTIONAL EVENT AS EXAMPLE OF TIMELY AND TAR-
GETED MARKETING DATA NEEDED FOR PLANNING AND RECRUITMENT.
VANCE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 26-Feb-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE043403
Document Source: CORE
Document Unique ID: 00
Drafter: BIC/OIM/AF/SKMILLER/BKY
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770067-0905
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t1977026/aaaaaepl.tel
Line Count: 59
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 7de518c9-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 KINSHASA 677
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 22-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3368918
Secure: OPEN
Status: NATIVE
Subject: PRODUCT TARGETING FOR AUTOMOTIVE MAINTENANCE CATALOG SHOW
TAGS: BEXP, CG
To: KINSHASA
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/7de518c9-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
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